



WPTV

ORDER

Print Date 10/26/12

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Flight Dates **10/30/12-11/06/12**

Contract / Revision **315872 /**

Original Date / Revision
10/25/12 10/25/12

Advertiser **Florida Democratic Party - S**

Agency **Dudley Media**

Buying Contact

**919 Catherine Street
Philadelphia, PA 19147**

Product

FL Democratic Party: Sachs/Bruno.

Agency Com 15%

Billing Contact

**919 Catherine Street
Philadelphia, PA 19147**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **6 - Add**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	73	\$51,722.50	\$60,850.00	0.00
Totals	73	\$51,722.50	\$60,850.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	73	\$51,722.50	\$60,850.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WPTV	10/30/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	12111--	:30	6	\$1,200.00	FX	0.00 NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	11111--	5		\$1,200.00		0.00					
Week:		11/06/12	11/12/12	-1-----	1		\$1,200.00		0.00					
E 2	WPTV	10/30/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	12-1---	:30	4	\$650.00	FX	0.00 NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	11-1---	3		\$650.00		0.00					
Week:		11/06/12	11/12/12	-1-----	1		\$650.00		0.00					



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Contract / Revision **315872** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:20:00

Advertiser **Florida Democratic Party -** Product **FL Democratic Party: Sachs** Estimate # **6 - Add**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 3	WPTV	10/30/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	12111--	:30	6	\$475.00	P-1	0.00 NM	6	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	11111--					5	\$475.00		0.00		
Week:		11/06/12	11/12/12	-1-----					1	\$475.00		0.00		
E 4	WPTV	10/30/12	11/06/12	M-F 11-12n M-F 11-12n	CM	11a-12p	12111--	:30	6	\$350.00	P-1	0.00 NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	11111--					5	\$350.00		0.00		
Week:		11/06/12	11/12/12	-1-----					1	\$350.00		0.00		
E 5	WPTV	10/30/12	11/05/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11111--	:30	5	\$500.00	FX	0.00 NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	11111--					5	\$500.00		0.00		
E 6	WPTV	10/30/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	11111--	:30	5	\$350.00	P-1	0.00 NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	11111--					5	\$350.00		0.00		
E 7	WPTV	10/30/12	11/05/12	M-F 2-3p M-F 2-3p	CM	2-3p	11111--	:30	5	\$300.00	P-1	0.00 NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	11111--					5	\$300.00		0.00		
E 8	WPTV	10/30/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$1,600.00	FX	0.00 NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	11111--					5	\$1,600.00		0.00		
E 10	WPTV	10/30/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	11-1---	:30	3	\$3,000.00	FX	0.00 NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	11-1---					3	\$3,000.00		0.00		
E 11	WPTV	10/30/12	11/05/12	NBC Monday Prime The Voice	CM	8-10p (8:00 PM-10:00 PM)	M-----	:30	1	\$4,000.00	FX	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	M-----					1	\$4,000.00		0.00		
E 12	WPTV	10/30/12	11/05/12	Monday Prime C Revolution	CM	10-11p	M-----	:30	1	\$2,150.00	FX	0.00 NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	M-----					1	\$2,150.00		0.00		
E 13	WPTV	10/30/12	11/05/12	Thursday Prime A 30 rock/up...night	CM	8-9p	---T---	:30	1	\$1,450.00	FX	0.00 NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	---T---					1	\$1,450.00		0.00		
E 14	WPTV	10/30/12	11/05/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$3,500.00	FX	0.00 NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	-----S					1	\$3,500.00		0.00		
E 15	WPTV	10/30/12	11/05/12	M-F 1135p-1235a Tonight Show	CM	1135p-1235a	11111--	:30	5	\$475.00	P-1	0.00 NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	11111--					5	\$475.00		0.00		
E 16	WPTV	10/30/12	11/06/12		CM	5-6a	22111--	:30	7	\$350.00	P-1	0.00 NM	7	\$2,450.00



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Advertiser **Florida Democratic Party -** Product **FL Democratic Party: Sachs** Estimate # **6 - Add**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 5-6a											
				M-F 5-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	21111--					6	\$350.00		0.00			
		Week: 11/06/12	11/12/12	-1-----					1	\$350.00		0.00			
E 17	WPTV	10/30/12	11/05/12	M-F 4p-5p	CM	4-5p	11111--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
				M-F 4p-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	11111--					5	\$600.00		0.00			
E 18	WPTV	10/30/12	11/05/12	M-F 3p-4p	CM	3-4p	11111--	:30	5	\$425.00	P-1	0.00	NM	5	\$2,125.00
				3-4pm Jeff Probst											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	11111--					5	\$425.00		0.00			
N 19	WPTV	10/30/12	11/05/12	Thursday Prime B	CM	9-10p	---T---	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
				office/parks											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	---T---					1	\$1,800.00		0.00			
N 20	WPTV	10/30/12	11/05/12	Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
				Su 7-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S					1	\$500.00		0.00			
													Totals	73	\$60,850.00